

ROI Capital Ltd.



May 12, 2010 14:00 ET

ROI Capital Experiences Highest Asset-Raising Year

TORONTO, ONTARIO--(Marketwire - May 12, 2010) - [ROI Capital Ltd.](#) announced it raised more than \$222 million in net assets over the past 12 months, representing a 72 percent increase over the previous year. More than \$200 million came into ROI Capital's flagship investment strategy – [Private Placement Funds](#), which lends primarily to Canadian businesses in mature industries. The firm offers private placements in a variety of funds, including: ROI Fund (a tax credit fund), ROI Retirement Funds and ROI Private Placement Funds.

The firm experienced annualized growth in Assets Under Management (AUM) in excess of 80% per year since its inception. ROI's steady AUM growth pattern indicates that investors are finding private placements useful against daily volatility because they are less correlated to public markets.

"ROI Capital was one of the first companies to offer private placements investment strategy to retail investors. Private placements are predictable, transparent and steady counter balance to the volatility of equities and that's particularly appealing to investors," says John Sterling, Chief Executive Officer. ROI Capital's investment strategy involves lending to companies that pay back principal and interest on an agreed upon repayment schedule. Some of ROI Capital's clients include RioCan, Storage Mart and Allied REIT.

ROI Capital offers institutional-like products for retail investors. "Pension plans typically include the private placements asset class in their portfolios to provide predictability and stability," says Wilfred Vos, Senior Vice President. "Unfortunately, the retail market doesn't offer some of these important niche products such as private placements. Yes, there are a multitude of funds out there, but most are the same; and a lot are very complicated. Private placements are a straightforward asset class that can bring some healthy steadiness to any retail investor's portfolio. There's a reason the big institutional funds diversify this way. And, there's no reason why retail investors shouldn't do the same."

ROI Capital lends to Canadian companies, redirecting money back into the local economy. Over the past year, the ROI Capital Investment Team placed 33 private loans totaling \$260 million back into the Canadian marketplace. This financing helped companies raise capital during a time when critical challenges prevailed in the credit markets. [See link](#) for a list of new ROI Private Placement Loans which closed during the past six months.

"Private placement lending requires extensive due diligence. ROI Capital takes a grassroots and operational approach to understanding a business and its ability to make interest and principal repayments according to an established schedule," says John Sterling.

"Advisors are looking for investments that don't have drastic ups and downs and are easier on their clients. The market volatility of the past two years has driven many to seek investments that may be less volatile and private placements often fill that desire for stability," says Fernando Cipriano, President. "When we started in 2002, we spent a lot of time educating people about private placement lending and how the repayment of principal and interest provides a steady and transparent investment strategy. We've had an excellent response to our Private Placement Funds because clients understand the investment strategy and our track record speaks for itself."

About ROI Capital

[ROI Capital](#) specializes in offering institutional-type products to approximately 65,000 retail investors. ROI Capital's flagship investment strategy is Private Placement lending. ROI Capital was one of the first companies to offer Private Placements to the retail market. The company has almost \$800 million in Assets Under Management (AUM) and offers this investment strategy in a variety of formats including tax credit, higher yield and in conjunction with equities as a balanced offering. ROI has also partnered with three top North American institutional investment managers: [Sceptre Investment Counsel](#); [Wentworth, Hauser & Violich](#) and [Johnston Asset Management](#) for their expertise in public equity investing. By combining proficiencies in both private and public investments, ROI offers investors a breadth of products with asset mixes not typically found in other mutual funds.

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